Farm Town Strong

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How We Got Here

Identified rural opioid addiction as a challenge ripe for action

By working together, we are presenting a unified message
Morning Consult Poll:

Conducted: October 26-29, 2017

Surveyed: 2,201 Rural Adults

Farmers & Farmworkers Segmented in Reporting
Nearly half of rural adults (45%) are or have been directly impacted by opioid abuse.

Which of the following best applies to you?

- I know someone who is or has been addicted to opioids or prescription painkillers: 23%
- I have a family member who is or has been addicted to opioids or prescription painkillers: 13%
- I have taken an opioid or prescription painkiller without a prescription: 4%
- I have abused or been addicted to opioids or prescription painkillers: 5%
- None of the above: 55%
Three in four farmers, farm workers (74%) say they are or have been directly impacted by opioid abuse.

Which of the following best applies to you?

- I know someone who is or has been addicted to opioids or prescription painkillers: 23%, 30%, 25%, 27%, 23%
- I have a family member who is or has been addicted to opioids or prescription painkillers: 13%, 19%, 25%, 21%, 27%
- I have taken an opioid or prescription painkiller without a prescription: 4%, 10%, 5%, 10%, 5%
- I have abused or been addicted to opioids or prescription painkillers: 5%, 15%, 10%, 16%, 12%
- None of the above: 55%, 27%, 36%, 27%, 33%

Total Effected:
- Rural Adults: 45%
- Works in Ag: 74%
- Household Works in Ag: 65%
- Farmer/Farm Worker: 74%
- Household Farmer/Farm Worker: 67%
- Knows Someone Addicted: 100%
- Family Member Addicted: 100%
- Take illegal opioid/pp: 100%
- Addicted to opioid/pp: 100%
By greater than a 2-1 margin, rural adults say it would be easy for someone in their community to access a large amount of prescription opioids or painkillers without needing them for a medical purpose.

How easy would it be for someone in your community to access a large amount of prescription opioids or painkillers without needing them for a medical purpose?
And, less than half of rural adults are confident they could seek care that is effective, covered by insurance, convenient or affordable.

If you or a family member wanted to seek care for addiction or substance abuse, how confident are you that you’d be able to find treatment that was:

- **Effective**:
  - Very confident: 16%
  - Somewhat confident: 29%
  - Not too confident: 21%
  - Not confident at all: 12%
  - Don't know/no opinion: 23%
  - Total confident: 45%

- **Covered by your insurance**: 40%
  - Very confident: 15%
  - Somewhat confident: 25%
  - Not too confident: 21%
  - Not confident at all: 17%
  - Don't know/no opinion: 22%

- **Convenient to access, such as close to home or work**: 39%
  - Very confident: 15%
  - Somewhat confident: 24%
  - Not too confident: 23%
  - Not confident at all: 18%
  - Don't know/no opinion: 20%

- **Affordable**: 29%
  - Very confident: 11%
  - Somewhat confident: 18%
  - Not too confident: 26%
  - Not confident at all: 24%
  - Don't know/no opinion: 21%
Rural adults say opioid abuse is a major problem in urban communities more so than their own by a 10-point margin.

How big of a problem, if at all, is opioid abuse in each of the following?

<table>
<thead>
<tr>
<th>Category</th>
<th>Major problem</th>
<th>Minor problem</th>
<th>Not a problem</th>
<th>Don't Know/No Opinion</th>
</tr>
</thead>
<tbody>
<tr>
<td>The United States</td>
<td>71%</td>
<td>9%</td>
<td>4%</td>
<td>16%</td>
</tr>
<tr>
<td>Your state</td>
<td>60%</td>
<td>14%</td>
<td>4%</td>
<td>22%</td>
</tr>
<tr>
<td>Urban communities</td>
<td>57%</td>
<td>13%</td>
<td>4%</td>
<td>26%</td>
</tr>
<tr>
<td>Working-class communities</td>
<td>50%</td>
<td>17%</td>
<td>6%</td>
<td>27%</td>
</tr>
<tr>
<td>Rural communities</td>
<td>47%</td>
<td>20%</td>
<td>6%</td>
<td>27%</td>
</tr>
<tr>
<td>Your local community</td>
<td>43%</td>
<td>23%</td>
<td>9%</td>
<td>26%</td>
</tr>
<tr>
<td>Farming communities</td>
<td>29%</td>
<td>24%</td>
<td>12%</td>
<td>35%</td>
</tr>
</tbody>
</table>
Though strong pluralities of farmers, as well as those who work in agriculture, say there \textit{is} more opioid abuse in their communities.

\textit{Compared to the rest of the country, would you say there is more opioid abuse in your community, less opioid abuse in your community, or about the same amount?}
One in three adults say there is a great deal of stigma associated with opioid abuse in their local community.

How much shame or stigma would these groups of people say is associated with opioid abuse?

- **People within your local community**
  - A great deal: 31%
  - Some: 30%
  - Not much: 10%
  - None at all: 8%
  - Don't Know/ No Opinion: 21%

- **Your family members**
  - A great deal: 27%
  - Some: 24%
  - Not much: 13%
  - None at all: 20%
  - Don't Know/ No Opinion: 17%

- **Your friends and acquaintances**
  - A great deal: 23%
  - Some: 29%
  - Not much: 13%
  - None at all: 17%
  - Don't Know/ No Opinion: 18%
Regarding cultural interventions to address the crisis, seven in ten say increasing access to treatment (71%) and public education surrounding resources available (68%) would be effective.

Thinking about your local community, how effective would each of the following be in helping to solve the opioid crisis?

<table>
<thead>
<tr>
<th>Intervention</th>
<th>Very effective</th>
<th>Somewhat effective</th>
<th>Not too effective</th>
<th>Not effective at all</th>
<th>Don’t Know/No Opinion</th>
<th>Total Effective</th>
</tr>
</thead>
<tbody>
<tr>
<td>Increasing access to addiction treatment programs</td>
<td>41%</td>
<td>30%</td>
<td>8%</td>
<td>4%</td>
<td>16%</td>
<td>71%</td>
</tr>
<tr>
<td>Monitoring how much and how often doctors prescribe painkillers</td>
<td>40%</td>
<td>30%</td>
<td>9%</td>
<td>6%</td>
<td>16%</td>
<td>70%</td>
</tr>
<tr>
<td>Increasing pain management training for doctors</td>
<td>36%</td>
<td>33%</td>
<td>10%</td>
<td>5%</td>
<td>16%</td>
<td>69%</td>
</tr>
<tr>
<td>Public education surrounding resources to prevent and treat addiction</td>
<td>33%</td>
<td>35%</td>
<td>11%</td>
<td>6%</td>
<td>15%</td>
<td>68%</td>
</tr>
<tr>
<td>Encouraging local disposal of unused prescription painkillers</td>
<td>29%</td>
<td>32%</td>
<td>16%</td>
<td>7%</td>
<td>15%</td>
<td>61%</td>
</tr>
<tr>
<td>Reducing shame or stigma around opioid addiction</td>
<td>27%</td>
<td>30%</td>
<td>15%</td>
<td>9%</td>
<td>19%</td>
<td>57%</td>
</tr>
<tr>
<td>Government limits on drug production</td>
<td>25%</td>
<td>25%</td>
<td>18%</td>
<td>14%</td>
<td>19%</td>
<td>50%</td>
</tr>
<tr>
<td>Putting addiction warning labels on Rx bottles</td>
<td>20%</td>
<td>26%</td>
<td>25%</td>
<td>15%</td>
<td>14%</td>
<td>46%</td>
</tr>
</tbody>
</table>
To help solve the opioid crisis, nearly half say decreasing shame surrounding opioid abuse would be more effective than increasing it.

Generally, which of the following would be more effective in helping solve the opioid crisis?

- Decreasing the shame and stigma surrounding opioid abuse: 45%
- Increasing the shame and stigma surrounding opioid abuse: 19%
- Don't know/no opinion: 36%
Rural adults say most effective messages to decrease shame surrounding opioid abuse are related to families openly discussing the problem, the possibility of addiction recovery, and the need to change attitudes.

**Based on what you know, how effective would each of the following messages be in decreasing the shame or stigma associated with opioid abuse?**

<table>
<thead>
<tr>
<th>Message</th>
<th>Very effective</th>
<th>Somewhat effective</th>
<th>Not too effective</th>
<th>Not effective at all</th>
<th>Don't Know/No Opinion</th>
<th>Total Effective</th>
</tr>
</thead>
<tbody>
<tr>
<td>Families need to be able to openly discuss addiction in order to get help.</td>
<td>46%</td>
<td>29%</td>
<td>6%</td>
<td>3%</td>
<td>16%</td>
<td>75%</td>
</tr>
<tr>
<td>People can recover from opioid abuse.</td>
<td>44%</td>
<td>30%</td>
<td>7%</td>
<td>3%</td>
<td>16%</td>
<td>74%</td>
</tr>
<tr>
<td>We need to change attitudes and overcome the stigma so that people will seek help.</td>
<td>39%</td>
<td>31%</td>
<td>9%</td>
<td>4%</td>
<td>17%</td>
<td>70%</td>
</tr>
<tr>
<td>Opioid and heroin addiction often starts with people using what they deem are safe painkillers.</td>
<td>36%</td>
<td>32%</td>
<td>9%</td>
<td>4%</td>
<td>18%</td>
<td>68%</td>
</tr>
<tr>
<td>Although the initial decision to take drugs is voluntary for most people, the brain changes that occur over time hamper a persons ability to resist intense impulses to take drugs.</td>
<td>33%</td>
<td>31%</td>
<td>10%</td>
<td>5%</td>
<td>20%</td>
<td>64%</td>
</tr>
<tr>
<td>Opioid abuse is a disease, not a moral weakness.</td>
<td>31%</td>
<td>27%</td>
<td>14%</td>
<td>9%</td>
<td>19%</td>
<td>58%</td>
</tr>
<tr>
<td>Small towns and farming communities are not the bleak, depressing places often portrayed in media. We are people of compassion who will always step up and help our neighbors.</td>
<td>30%</td>
<td>34%</td>
<td>11%</td>
<td>5%</td>
<td>20%</td>
<td>64%</td>
</tr>
<tr>
<td>Addiction is not a choice. Its a chronic disease similar to diabetes, heart disease and arthritis.</td>
<td>27%</td>
<td>26%</td>
<td>14%</td>
<td>14%</td>
<td>19%</td>
<td>53%</td>
</tr>
<tr>
<td>Rural communities are strong, and the strengths of our towns can overcome this crisis.</td>
<td>27%</td>
<td>32%</td>
<td>15%</td>
<td>7%</td>
<td>20%</td>
<td>59%</td>
</tr>
</tbody>
</table>
Farmer-to-Farmer Engagement
Decrease Stigma, Make OK to Talk About

Awareness for Resources
Immediate Help (Hotlines)
Treatment Locators
Prevention Resources
Disposal Locator/Recommendations
Getting the Word Out

Outreach to our state affiliates
Joint appearance at AFBF Annual Convention
Joint appearance at NFU Convention
Continuing the Conversation

~ The opioid epidemic is affecting rural communities, not just big cities.

~ Families need to be able to openly discuss addiction in order to get help.

~ We need to change attitudes and overcome the stigma so people will seek help.

  ~ People can recover from opioid abuse.

~ Opioid and heroin addiction often start with people using what they believe are safe painkillers.

  ~ Opioid abuse is a disease, not a moral weakness.

~ Someone can accidentally or unintentionally become addicted to opioids.

~ Rural communities are strong, and the strengths of our towns can overcome this crisis.
Where We Go From Here

Strategic alignment with USDA
Rural America Live, March 12 on RFD-TV
Collaboration with state affiliates to support local initiatives
Continue the conversation
FarmTownStrong.org

#FarmTownStrong